

A METHOD OF STRATEGIC PLANNING

ABSTRACT

A method for strategic planning by an entity includes assessing a current status
5 of the entity to use as a basis to establish a development direction for the entity, seeking
opportunities for the entity in a market and establishing a vision for the entity. The
method also includes performing an analysis of the market consistent with the vision to
determine a set of profitable market segments from the opportunities. The method also
includes establishing a marketing plan consistent with the vision to change the current
10 status of the entity and prioritizing a product portfolio based on the marketing plan. The
method implements a course of action consistent with the vision and the marketing plan
to move the entity from the current status to the development direction.